

# How digital companion apps deliver value throughout the drug lifecycle



A core component of any successful therapeutic launch is ensuring patients stay engaged in their care. Digital companion apps offer a meaningful opportunity to both patients and pharma companies:

- A well-designed access and support strategy helps pharma brands find patients and support adherence to boost the LTV for each patient.
- By providing a centralized space for patients to track and monitor their health and disease evolution and receive tailored support, companion apps also benefit patients.

Read on to learn how digital companion apps bring value throughout the patient journey.

## Pre-Rx:

### Activate patients strategically with data and AI



#### Accelerate diagnosis

The data and AI algorithms within companion apps can help HCPs provide a diagnosis quicker, allowing them to compare their patient's symptoms and condition to thousands of data points.



#### Run virtual clinical trials

Apps can help pharmaceutical companies identify, run and assess results of clinical trials.



#### Identify new treatments

Apps can help highlight innovative new treatments that might benefit a patient.

## Rx:

### Enable clinical decision support, enhance access to care and easily onboard patients



#### Help HCPs make informed treatment decisions with support for clinical decision-making

Companion apps offer a compliant and secure way for patients to share information with HCPs, creating more treatment access touchpoints for patients. Through a companion app, HCPs can:

- Determine whether a particular therapy will be covered by a patient's insurance
- Continue to assess patient treatment plan fit based on their symptoms, response to medication and disease state, which can be recorded via:
  - *Medication tracking*
  - *Symptom tracking*
  - *Photos and/or reports*



#### Provide educational resources tailored to patients' needs

Apps can deliver personalized health insights and educational content to help patients learn about and become more comfortable with their prescriptions via:

- Videos
- Tutorials (such as for self-injection)
- Educational resources on the disease, therapeutic options and lifestyle tips
- Testimonials from other patients and HCPs

Plus, chatbots and virtual care teams can answer questions, enabling real-time feedback and reducing dependency on in-person consultations.

## Post-Rx:

### Keep patients engaged in their care



#### Support adherence with medication management

Companion apps can:

- Provide automated medication reminders
- Track medication taking
- Calculate medication dosage
- Offer refill alerts
- Enable remote monitoring by caregivers and others

Integrations with technologies, like connected drug delivery devices, help ensure patients accurately take their treatments, from injection and inhalation tips to timing guidance.



#### Make refills quick, easy and convenient

Apps enable patients to easily refill prescriptions by integrating with the patient's preferred pharmacy. Refill automation features also reduce the risk of missed doses.



#### Help patients manage their disease and treatment

Patients can log symptoms and side effects within the app. Over time, they can generate a data-based report that tracks their disease evolution right from the app, helping healthcare providers adjust medications or dosage as needed.

### Support patients throughout their treatment journeys

Digital health solutions are a powerful tool for patients, HCPs and pharma companies.



#### For patients and HCPs, these solutions can:

- Streamline the patients' journey to prescription
- Help more easily manage patients' disease and treatment
- Increase patient Rx adherence
- Improve patient and care team connection
- Empower patients to take an active role in their care
- Support clinical decision-making



#### For pharma companies, these solutions can:

- Lay the foundation for a successful launch
- Keep patients engaged in their care
- Deliver a differentiating treatment experience
- Boost patient LTV
- Generate real-world evidence data

As more and more digital solutions flood the market, it's crucial to find a partner you can trust.

Aptar Digital Health has a track record of excellence providing digital health solutions to power comprehensive, patient-centered programs that enhance the patient experience and help you reach your business objectives.

[Learn how we can support your therapeutic along the Rx lifecycle](#)